

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

"A Helpful, Healthful, Fireproof Building With Abundant Entrances and Exits"

The Cardinal Feature of This Store Is Its Preparedness

Its helpful, healthful, fireproof building with abundant entrances and exits on four principal streets.

Its inflow of fresh goods absolutely necessary to replace each day's outflow.

Its highly valued relation of more than a half century with creators of merchandise the world around, who appreciate the speediness of the outlets for their productions, greating every year.

Its interesting, clearly demonstrated, largest stock, kept daily up to date.

Its certainties of dependability, not only for the merchandise, but for its factful statements in print.

(Signed) *John Wanamaker*

Oct. 8, 1919.

Practical Fur Coats

These are the coats of sturdy furs which can be worn as well motoring as on the street. As a rule their lengths run from 30 to 40 inches; they ripple more or less and they usually have luxurious big collars.

A 30-inch coat of brown dyed marmot is \$115.

A longer marmot with a noticeable flare has a self-border and a deep cape collar. This is \$185.

A short, natural muskrat coat has a self-border and costs \$265.

A racoon, 40 inches long, has a huge collar. This is priced at \$400.

A muskrat with brocade lining and collar and cuffs of seal-dyed nutria is 45 inches long and costs \$365.

Coats of delightful color and texture are natural beaver. These are \$500 to \$700.

(Second Floor, Chestnut)

Paris Inspired This Millinery, But American Fingers Made It

There are smart little tricorons of lustrous black—feather or ribbon trimmed.

Small hats of gleaming brocade will look well with fur coats and wraps.

New hats of duvetyne are often embroidered in Autumn colorings.

And one stunning new turban of Brazilian red beaver cloth is trimmed with monkey fur.

But there are many other hats—some trimmed with flat flowers and fruits in bright colors; some with feathers, some with ribbons.

Prices start at \$18.

(Second Floor, Chestnut)



Women's Dresses of Tricotine —\$45 to \$125

At the lower end of that price scale the dresses are usually navy and black, button trimmed, braided or entirely plain. As prices go up the dresses become richer and a great many browns are included among the blues and blacks. Sometimes these finer things are elaborately braided, sometimes embroidered, sometimes beaded or lightened by a dash of dull gold. One delightful model is combined with satin and has a one-sided effect; another has panels back and front beautifully beaded. And there are very few duplicates.

(First Floor, Central)

Good Leather Handbags for \$3.75

are rather unusual these days. Yet they can be had, as this shipment demonstrates.

The bags are in a new and different shape, with inner compartment and fancy metal frame, and come in black, blue, brown and gray.

(Main Floor, Chestnut)

You Can Wash All These New Capeskin Gloves

Fine skins, soft and pliable, make every pair of these gloves, which are all new, all for women and all washable.

\$2.75 a pair for tan, brown or pearl white capeskins, embroidered in black or self color, outseam sewn, one clasp.

\$3 a pair for mastic color, outseam sewn, or pearl white, pique sewn, both with embroidered spearpoints.

\$5 a pair for 8-button length capeskins, pique sewn, in colors.

(Main Floor, Central)

Habutai Waists and Others

So many requests have come to us for the good tailored shirts of white habutai that we are particularly glad to have these to show. They have pleated fronts, tails below the waist and are tied with tapes; and their price is \$10.75.

New Georgette waists made with navy over white foundations and real fillet are \$20 and \$22.50; all white Georgettes with real fillet and drawn work are also \$22.50.

(Third Floor, Central)



Magnificent Fur-Trimmed Wraps for Afternoons and Evenings

One has only to look at them to know that it is a season of many furs, for there are the largest of fur collars, wide fur cuffs (if there are any arm openings to put them on) and sometimes facings of fur, all the way to the hem.

There are gloriously colored velvets, and the finest velours and silk duvetynes—hanging straight down from the neck in most cases, with only a slight draping under the arms.

(First Floor, Central)

PARIS Started the Fashion for Deep Silk Fringes

And it has been quickly taken up by American women because it is such a novel and pretty idea.

There is now a very good assortment of these fringes here. They are knotted and corded and some are knotted in points so that they can be divided to make panels.

In dark blue or black from 15 inches at \$6 a yard to 35 inches at \$20.60 a yard.

(Main Floor, Central)

WHEN Days Grow Chilly and One Needs a Neck-piece

Seal plush and imitation mole-skin stoles and capes are very popular just now and they are exceedingly pretty and becoming. Then, too, they look well with either a gown or a suit. Some are finished with balls or ornaments. Prices \$10 to \$24.

Ostrich boas are always nice for in-between seasons. Round, full boas, black or color, \$4 and \$5.

Marabou stoles and capes in natural, taupe or black, some combined with ostrich, \$5 to \$17.50.

(Main Floor, Central)

Suits for Young Women to Wear Now

These are suits of heavy enough weight for Autumn and Winter, rather conservative of cut, and most practical for immediate service for school or business.

Rather simple and tailorish as to style, these suits are notable for their good lines, their good tailoring and their quiet air of distinction.

(Second Floor, Chestnut)

GOOD Nightgowns

Low-necked sorts of nain-sook, with fine narrow embroideries, hemstitching and casings. Three styles are priced at \$2.50, \$2.75 and \$2.85. A sleeveless Empire style trimmed with lace edging and insertion is \$3.

Two good high-necked sorts—needs a high back and square in front—are \$3 and \$3.50.

(Third Floor, Central)

COTTON Remnants for School Clothes

Convenient lengths of gingham, percale, madras and crepe that would just do for small dresses and suits.

There are also voiles and almost every kind of cotton goods you can think of. Some long enough remnants for men's shirts or women's dresses. All are a third less than regular prices.

(First Floor, Chestnut)

COMBS Set With Imitation Sapphires Are New

New designs and fashionable shapes—and such combs as women will like for evening wear.

There are combs with large tops, suggested, no doubt, by the pretty Spanish combs, and others with small tops, for other style coiffures.

Some are of the clear, pretty crystal, others are set in imitation shell.

Prices start at \$5.50 and go on up to \$20.

(Jewelry Store, Chestnut and Thirteenth)

DAINTY Vestings Are Most Popular

They are worn with dresses and suits and many women buy enough to make the collar also.

New styles are constantly coming, so there is an unusually good choice. You may have them with pin tucks, lace, tiny ruffles or insets of puffed net from \$2.25 for one of organdie up to \$6 a yard for one of the finest batiste.

And, besides, there are plain tucked organdie vestings from \$2.50 to \$4 a yard.

(First Floor, Chestnut)

A Word About Men's New Fall Clothes

Style is something that tells its own story to the eye.

These suits tell nothing to the eye that they will not live up to in service.

The younger men's models are especially attractive, but all are excellent—or at least a long experience tells us they are. Prices \$32 to \$75.

Fall overcoats, \$32 to \$50.

(Third Floor, Market)

Men Are Keen for These Shaggy Beaver Hats

They have an air about them, these new fall hats, that few others have.

A careless grace of shape that intrigues men who like things distinctive.

Their colorings are wonderfully rich and their texture fine and silky.

Price \$12.

(Main Floor, Market)

Among the Best of the Men's New Shirts

are these with separate starched collars to match.

Madras and percale are the materials used in them and the designs are stripes and small checks and figures.

All soft-cuff negligé style.

Price \$3.50.

(Main Floor, Market)

Men's Handkerchiefs \$3.50 a Dozen

Despite their small price they are all linen and pure linen.

Woven in Ireland, and in that plain hemstitched style which most men prefer. Finished with quarter-inch hems.

(West Aisle)

The Shoes That Men Will Wear This Season

The English last, with straight, shapely toe, wide shank and low, broad heel, is still the favorite of fashion.

And there is enough variation in the width of the toes to suit any taste.

Men who like footwear of more pronounced style will be interested in the new brogue shoes, with their wing tips, saw tooth pinking and perforations.

And the conservative man will stick to black kidskin shoes, in which he may choose from many toe shapes.

In addition to black kidskin the leathers used in our men's shoes are dull black calfskin, various shades of tan calfskin, tan grain calfskin, cordovan and patent leather.

There are both straight lace and bucher styles, and patent leather button shoes.

Also some dress oxfords of patent leather and dull black calfskin.

Prices are \$7 to \$17.

(Main Floor, Market)

Field Glasses

During the war field glasses were naturally very scarce. Now the military glasses are being adapted for general use, and the Victory Binocular is on sale for \$45—which is a lower price than before the war.

(Main Floor, Gallery)

NOW to Choose Your Blankets and Quilts

We do our best to have only the best grades of blankets and quilts at each price from the lowest priced that are reliable to the highest priced that are practical. We have plenty of blankets and quilts answering that description now.

Blankets and quilts are vital to a home—without them there is no such thing as home.

Those who know best how to keep their homes know the wisdom of buying blankets and quilts of the kind that are reliable and above-board in all essentials.

This is the Store to come to for them and now is the time to come. We have just opened up a special new lot of wool-filled quilts with figured sateen tops and plain sateen borders and backs, the border being extra wide, in rose and blue, to sell at a special price, \$15 each.

(Sixth Floor, Central)

WOMEN'S Good Umbrellas at \$3

They have covers of fine black cotton, with a wide tape selvedge, are made on paragon frames and finished with attractive handles of wood, with loop cords and white or colored bakelite rings.

They'll be good protection for rainy Winter days.

(Main Floor, Market)

SWEATER Sets for Children

Cozy little sweaters and caps and gloves, of soft brush wool. There are rose, gray and pretty tan shades. Some have sweater, leggings, caps and mitts, and others have just three pieces. \$7.50 to \$10.

White wool sets, with sweater, leggings and cap, \$9.

And the sets are in 24 to 28 inch sizes.

(Second Floor, Chestnut)

MAIDS' Outfits

New morning dresses of pink or blue chambray, or striped gingham, \$3.85 to \$4.50.

Colored chambray or checked gingham dresses, \$4.50 and \$5.

Afternoon dresses of black cotton, \$3.85 and \$5; of alpaca, \$7 and \$16.50; of gray alpaca, \$7; of white cotton, \$3.85 and \$5.

Small and large aprons, for morning or afternoon, 65c to \$3.85.

Caps, 5c to 65c.

Collars and cuffs, 25c to 75c a set.

(Third Floor, Central)



The Birthright of Children Who Love Music

is that they shall have the means of hearing good music, correctly played, while they are sufficiently young and impressionable to be influenced by it, and to acquire a taste for good music.

Not every child shows the wisdom of selecting parents who can play the piano. In all too many instances there is either no music in the home or there is something that is called music only by great courtesy.

The Player-Piano Means Good Music Well Played

With a player-piano in the home you can have all sorts of music, from the compositions of the masters to the jazz tunes of today.

And you will find that the more you and your children hear fine music, well played, the less you will care for any other kind.

The player-piano's chief mission may be to entertain, but it is no less important as an educator.

At Wanamaker's you will find the most notable collection of

player-pianos and reproducing pianos to be seen anywhere in this vicinity.

Prices range from \$565, for a player-piano made in the same factory that makes the Angelus, to \$3300 for a superb Chickering or Knabe Ampico grand.

In between are other styles of these famous makes, as well as Schomacker, Emerson, Haines Brothers, Lindeman, Marshall and Wendell and J. C. Campbell.

Any of these instruments may be bought on convenient terms if desired.

(Egyptian Hall, Second Floor)

All the Fine Oriental Rugs in the Country Seem to Be Gathered Here

And yet we have had more in former events, but it is little short of marvelous to have such a large and beautiful collection as this, at a time of such universal scarcity.

Persia, the Caucasian districts, Asia Minor, India, and in a notable degree, China, contribute handsomely to it.

To see the rugs from all of these lands as they are here displayed in all the opulence and witchery of their colors is something to be remembered.

Great carpet sizes are shown in a noticeably large variety—pieces that look like the fathers and mothers of the big family of smaller pieces.

These are some of the rugs from which you can now choose at a substantial saving from regular prices.

Kermanshah carpets, Saruk carpets, Mahal carpets, Savalon carpets, Chinese carpets, India carpets.

Also smaller sizes Kermanshahs, Saruks and Chinese, as well as Mosuls, Af-Shiraz, Khiva Bokhara, Beluchistans and a miscellany of other pieces, from mat size upward.

(Seventh Floor, Central)

New Books

At last we have complete "Mr. Punch's History of the Great War," with 170 cartoons and illustrations by famous "Punch" artists. Nothing more sane or sweet natured or more pointed was published during the war. Price \$4.

"Own Your Own Home," by Ring W. Lardner, has pictures by Fontaine Fox that help out the impression of the joys of suburban life. Price \$1.

"Light," by Henri Barbusse. A story of contemporary French life by the author of "Under Fire," \$1.90.

"The Harbor Road," by Sara Ware Bassett. \$1.50.

"The Big Show," by Elsie Janis, who gave over six hundred concerts to entertain the A. E. F. Price \$1.50.

(Main Floor, Thirteenth)

An October Gathering of Gift Wares in the China Store

Here are bridal gifts "thick as leaves in Vallombrosa."

Pickard china, one of the fine pottery products of America, is shown here exclusively. It is a rich-looking ware in solid encrusted gold embellishments, fruit decorations in colors and conventional designs, all fine brush work by American artists. Fruit bowls, salad bowls, water pitchers, candlesticks, teapots, sugar and cream sets, fancy bonbon dishes in many styles, cake plates and celery trays.

New Doulton earthenware pieces are shown in the charming patterns. One sees charming patterns in an old English chintz or a French tapestry. Many original floral and landscape designs will also be found in this collection, the pieces comprising plates, cups and saucers, teapots, sugar and cream sets, salad bowls, tobacco jars, candlesticks, match stands and sandwich trays.

We have received a lot of fancy china from France, very dainty and gift-like in shape and decoration; in fact, characteristically French. Practically all the regular pieces are included.

The first Fall shipment of Fulper ware is on view. This is an American product and one of the most artistic potteries in the world. No two pieces are alike, but there is such a similarity between certain vases and candlesticks that they can be paired when necessary. Blues, browns, greens and combinations of these colors are the prevailing tones, the glaze forming the decorative feature. In vases, flower bowls and candlesticks.

New dinner sets coming in daily will interest those looking for more elaborate and substantial gifts.

(Fourth Floor, Chestnut)